

## Message Text

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PAGE 01 THE HA 04940 070755Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----129285 071023Z /10

R 061500Z SEP 78  
FM AMEMBASSY THE HAGUE  
TO SECSTATE WASHDC 3303  
USDOC WASHDC  
INFO AMEMBASSY BRUSSELS  
AMEMBASSY LONDON  
AMEMBASSY LUXEMBOURG  
AMEMBASSY PARIS

UNCLAS THE HAGUE 4940

E.O. 11652: N/A  
TAGS: BEXP NL  
SUBJ: FY 1979 ALLOCATION OF USTS TRAVEL LITERATURE FOR THE  
NETHERLANDS

REF STATE 129311

1. WE HAVE RECENTLY BEEN INFORMED BY USTS LONDON THAT THE  
FY 1979 ALLOCATION OF USTS TRAVEL LITERATURE FOR THE NETHERLANDS  
HAS BEEN SHARPLY CUT DUE TO BUDGETARY LIMITATIONS. FOR EXAMPLE,  
WE WILL RECEIVE THE FOLLOWING, AS COMPARED TO WHAT WE REQUESTED:

TITLE	FY 78 QUANTITY ORDERED	FY 79 ALLO- CATED
WASHINGTON D.C.	12,000	5,000
NEW YORK	12,000	10,000
BOSTON	8,500	5,000
USA TRAVEL INFORMATION	7,000	5,000
GREAT OUTDOORS	2,000	0
USA MAP	10,000	6,000
SHOPPING GUIDE	2,400	0
USA HOLIDAY PLANNER	11,000	0

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2. WE ARE PARTICULARLY CONCERNED BECAUSE SEVERAL OF THESE  
PUBLICATIONS COVER AREAS OF GREATEST INTEREST TO DUTCH  
TOURISTS, AS SHOWN IN THE RECENT USDOC/USTS STUDY OF THE  
NETHERLANDS TRAVEL MARKET. MOREOVER, THE NUMBER OF DUTCH  
TOURISTS TO THE U.S. IS STEADILY INCREASING AND DEMAND  
FOR ALL TYPES OF LITERATURE IS GROWING CORRESPONDINGLY.

THERE WERE 104,000 DUTCH TOURISTS WHO VISITED THE U.S. IN 1977 AND THE RATE OF INCREASE THUS FAR IN 1978 IS 25 PERCENT. KLM AND OTHER MAJOR AIR CARRIERS ARE CONDUCTING EXTENSIVE VISIT USA CAMPAIGNS AND THEY ARE ALREADY EXERTING PRESSURE ON US FOR ADDITIONAL LITERATURE.

3. AS DEPARTMENT IS AWARE, WE HAVE GONE TO CONSIDERABLE EFFORT TO KEEP OUR USA TRAVEL BOOTH IN AMSTERDAM OPEN, AN ACTION WHICH WAS STRONGLY COMMENDED IN PARA C, REFTEL. IN THE FIRST QUARTER OF OPERATION AT ITS NEW LOCATION IN THE PAN AM OFFICE, THE BOOTH SUCCESSFULLY HANDLED 230 INFORMATION REQUESTS FROM THE TRAVEL TRADE AND ALMOST 2,500 REQUESTS FROM THE TRAVELLING PUBLIC. WE ALSO ARE PLANNING SEVERAL PROGRAMS IN FY 79, MAINLY OUR VISIT USA TRAVEL SEMINAR, WITH OUR VISIT AMERICA FOUNDATION, WHOSE MEMBERSHIP IS NOW INCREASING DUE TO THE LARGE INTEREST HERE IN PROMOTING THE U.S. WITHOUT THE NECESSARY LITERATURE, OUR ABILITY TO CONTINUE THESE EFFORTS, WHICH ARE NOW ACCOMPLISHED AT PRACTICALLY NO COST TO USTS, WILL BE SEVERELY CURTAILED. USTS LONDON HAS INDICATED SOME PROGRAM FUNDS ALLOCATED IN FY 79 TO HOLLAND CAN BE SHIFTED TO PURCHASE OF LITERATURE; HOWEVER, WE DON'T WANT TO ELIMINATE WORTHWHILE PROGRAMS SUCH AS FAM TOURS AND TRAVEL SEMINARS. FURTHERMORE, THE SMALL AMOUNTS SAVED WOULD NOT COVER PURCHASES OF THE NECESSARY QUANTITIES OF TRAVEL LITERATURE.

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4. ACTION REQUESTED: THAT URGENT ATTENTION BE GIVEN TO RESTORING THE CUTS IN USTS TRAVEL LITERATURE FOR THE NETHERLANDS IN FY 1979 SO THAT WE CAN MAINTAIN OUR ACTIVE AND VIABLE PROGRAM.

JOSEPH

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NNN

## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014